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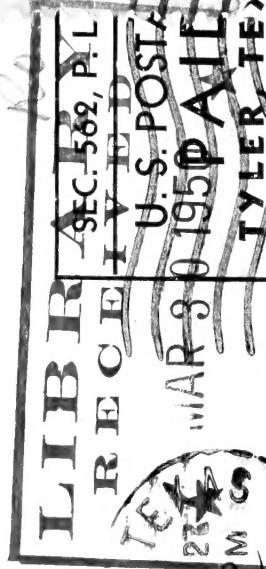
# Quality Roses



**M. OLIVER FLOWER FARMS**  
TYLER • TEXAS

Fall 1949

Spring 1950



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# Standard Hybrid Tea ROSES

## RED

**Ami Quinard.** Blackish crimson, semi-double. Vigorous.  
**Charles K. Douglas.** Large, rich crimson-red; but long pointed. Healthy foliage.  
**E. G. Hill.** Fully double, high-centered, dazzling scarlet. Strong, free bloomer.  
**Etoile de Hollande.** Large, brilliant red; very fragrant. Floriferous.  
**Francis Scott Key.** Crimson-red shading to cerise. Very double and hardy.  
**Grenoble.** Spicily fragrant, high-centered, clear scarlet.  
**Poinsettia.** Ideal pointed form, brilliant scarlet.  
**Red Briarcliff.** Very large, long pointed bud; fragrant.  
**Red Hoover.** Brilliant red sport of President Herbert Hoover, with salmon-red center.  
**Red Radiance.** Bright cerise-red sport of Pink Radiance. Very hardy and dependable.  
**Red Talisman.** Full, fragrant, deep red sport of Talisman.

## PINK

**Briarcliff.** Fine for cutting. Large, high-centered, deep rose-pink, lighter on outside.  
**Columbia.** Shining rose color; very fragrant, large and double. Blooms profusely.  
**Dainty Bess.** Dainty single flowers of shell-pink with crimson stamens.  
**Edith Nellie Perkins.** Good size, long lasting, double, fragrant. Orient red outside, salmon-pink inside.  
**Editor McFarland.** Clear pink, intensely fragrant. Strong stems.  
**Picture.** Rich pink tinted salmon. Vigorous and very free blooming.  
**Pink Radiance.** Brilliant carmine-pink. Fine bedding Rose.  
**The Doctor.** Very large, cupped, satiny pink; fragrant. Bushy, vigorous.

## YELLOW

**Golden Charm.** Yellow sport of Talisman.  
**Golden Dawn.** Ovoid, lemon-yellow bud splashed crimson; sunflower-yellow bloom.  
**Lady Hillingdon.** Semi-double, fragrant, deep apricot-yellow. Bushy.  
**Luxembourg.** Rich golden yellow, shading to copper at center. Fine for garden or cutting.  
**Yellow Condesa de Sagato.** Yellow sport of Condesa de Sagato.

## VARIEGATED

**Condesa de Sagato.** A very strong, tall-growing plant. Flowers are two-tone, Oriental red and yellow.  
**President Herbert Hoover.** Cerise-pink, flame, and yellow; very fragrant. Tall, vigorous.  
**Talisman.** Red and gold buds becoming scarlet-orange. Very popular.

## WHITE

**Caledonia.** A very fine white. Very double and high-centered. Free bloomer.  
**K. A. Viktoria.** Soft pearly white with faint lemon center; fragrant. Free, healthy bloomer.  
**Konigin Luise.** A high-centered, fragrant, pure white Rose. Vigorous, bushy plant.

## HARDY HYBRID PERPETUAL ROSES

**Frau Karl Druschki.** Immense, very double, pure white. Hardy everywhere.  
**Paul Neyron.** Deep pink, enormous, very fragrant.  
**Red American Beauty.** Large, double, fragrant, deep red.  
**White American Beauty.** Huge, double, pure white.

## FLORIBUNDA ROSES

**Cameo.** Small, cupped, salmon-pink to orange-pink clusters of bloom. Height 18 in.  
**Ideal.** Dark velvety crimson clusters. Dark foliage; bushy.  
**Mrs. R. M. Finch.** Large clusters of 2-inch, rosy pink blooms. Bushy.  
**Orange Triumph.** Salmon-red, semi-double. Compact and bushy.  
**Rosenelfe.** Dainty pink flowers, fine for table decoration. Excellent foliage.

## STANDARD CLIMBING ROSES

**Cl. Etoile de Hollande.** Bright red flowers borne singly. Strong climber.  
**Cl. K. A. Viktoria.** Soft white, carried singly.  
**Cl. Pink Radiance.** Two-toned pink flowers on a good climbing plant.  
**Cl. Red Radiance.** Strong climber with flowers like the bush form.  
**Cl. Red Talisman.** The red sport of Talisman, in climbing form.  
**Cl. Talisman.** Scarlet-orange and yellow, carried singly.  
**Dr. W. Van Fleet.** Soft pink flowers borne on stems long enough to cut. Fragrant; very hardy.  
**Marchal Niel.** Deep golden yellow, double, very fragrant. Fine in the South.  
**New Dawn.** Soft pink everbloomer. Very fine plant.  
**Paul's Scarlet Climber.** Semi-double flowers in huge clusters. Hardy; very prolific bloomer.

## PATENTED HYBRID TEA ROSES

	Lots of 10 Each	Lots of 20 Each	Lots of 250 Each
<b>Better Times.</b> Pat. 23. Very popular red, fragrant. Excellent garden or florist Rose.....	\$0 75	\$0 65	\$0 55
<b>Dicksons Red.</b> Pat. 376. Large, cupped flower of velvety crimson-scarlet. Spicy fragrance.....	75	65	55
<b>Eclipse.</b> Pat. 172. Beautiful streamlined yellow buds. A good producer.....	75	65	55
<b>Gloaming.</b> Pat. 137. Good cut flower. Pink overlaid salmon.....	90	75	65
<b>Heart's Desire.</b> Pat. 501. Deep velvety red, unfading. Old-time fragrance.....	90	75	65
<b>Mirandy.</b> Pat. 632. Wonderful fragrant red Rose—among the very best. Strong plant with stout stems.....	90	75	65
<b>Mme. Chiang Kai-shek.</b> Pat. 644. Creamy yellow, delicately fragrant, large.....	90	75	65
<b>Mme. Henri Guillot.</b> Pat. 337. Large, raspberry-pink flower with twenty petals.....	75	65	55
<b>Nocturne.</b> Pat. 713. Large, cardinal-red flower; semi-double to double. Fragrant.....	90	75	65
<b>Peace.</b> Pat. 591. Huge, softest yellow edged and flushed pink. Very fine foliage and plant.....	1 10	1 00	85
<b>Rubaiyat.</b> Pat. 758. Rose-red, lighter outside; very fragrant, large and double. Abundant bloomer.....	90	75	65

## PATENTED HYBRID TEA ROSES, continued

	Lots of 10 Each	Lots of 20 Each	Lots of 250 Each
<b>Sterling.</b> Pat. 21. Flaming pink with yellow base. Good grower and bloomer.....	\$0 70	\$0 60	\$0 50
<b>Tallyho.</b> Pat. 828. High-centered, double. Crimson shading to rose-pink on reverse of petals.....	1 10	1 00	85

## PATENTED FLORIBUNDA ROSES

<b>Pinocchio.</b> Pat. 484. Dainty blooms of pink suffused salmon. Dwarf, bushy.....	70	60	50
<b>World's Fair.</b> Pat. 362. Clusters of large, velvety dark scarlet. Very fine.....	70	60	50

## PATENTED CLIMBING ROSES

<b>Blaze.</b> Pat. 10. Large clusters of blazing scarlet, 2-inch flowers. Very prolific.....	90	75	65
<b>Doublons.</b> Pat. 152. Large, golden clusters. Handsome glossy foliage.....	90	75	65
<b>Dr. J. H. Nicolas.</b> Pat. 457. Deep rose-pink, large, double blooms, three or four on a stem. Very hardy.....	90	75	65

## BARE-ROOT STANDARDS

Heavy No. 1 and better  
(No. 1½ and No. 2 grades sold out)

	Each
10 to 250 .....	\$0 35
250 to 1000 .....	32
1000 up .....	30

All prices F. O. B. Tyler, Texas

Refrigerated truckloads delivered at net cost of transportation

**TERMS:** 25% deposit on C.O.D. orders. We allow 2% discount if entire amount accompanies the order. 30-day open account to those firms with satisfactory rating in Dun & Bradstreet. Credit extended on trade acceptance at 6% if arranged at time of sale.

Send your requirements for special quotations on root-wrapped picture-label Roses

## Note Carefully Before Ordering

In ordering, please list in multiples of 10 of a variety and grade, since we cannot break bundles.

All bare-root Roses heavily packed in very moist material and baled about 250 plants to the bale.

Add moisture to Rose plant roots immediately upon receipt of bales.

Bare-root orders shipped from November 1 to March 1.

We cannot be responsible for delay in transit or mishandling by transportation companies. Should this occur, file your claim with them directly and we will assist you in getting the full amount. We will endeavor to fill every order submitted, but will not be responsible for any sums greater than the amount of the order and will refund for any orders that cannot be filled. Orders take preference in rotation as they are received.

We Invite You to Visit Our Fields and See These Fine Roses



# M. OLIVER FLOWER FARMS

TYLER, TEXAS

Box 86

Phone: 2-1171

Dear Sir:

Whether you are a new customer or one of those regular buyers who have used our fine Roses for many years, we have a message for you. Here it is—

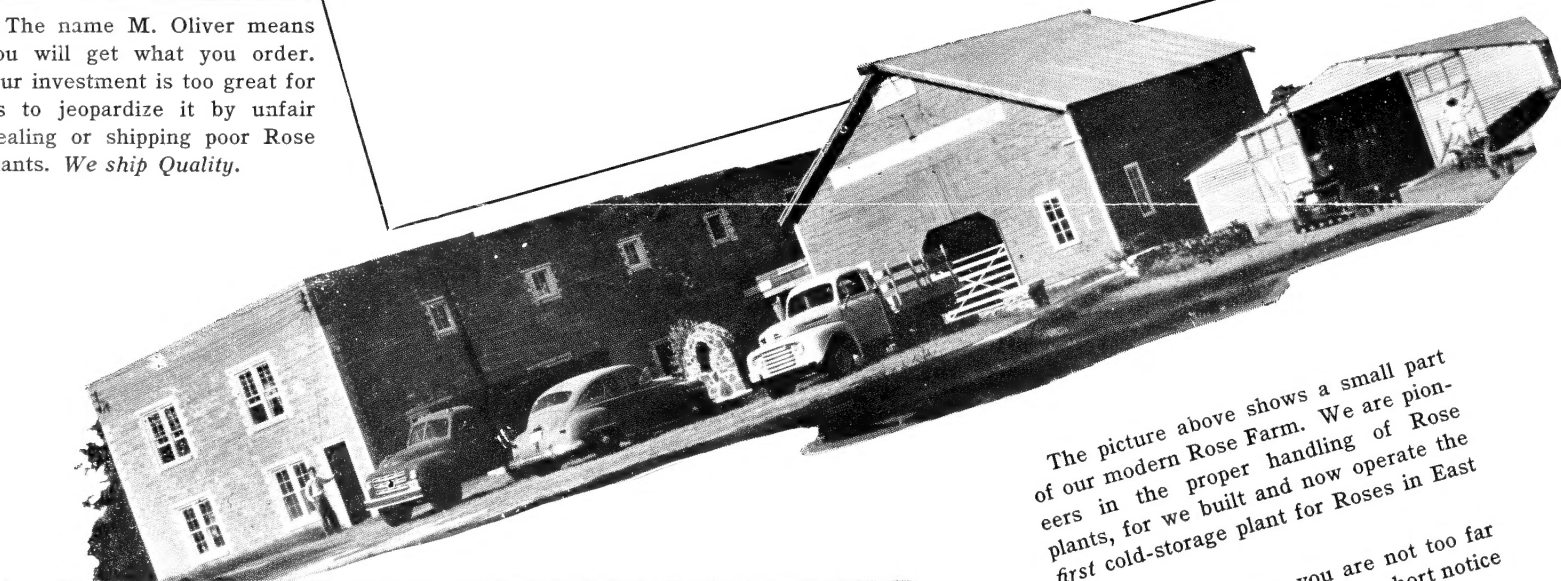
Only by shipping first-class stock, liberally graded and true to name, can we continue to hold your orders year after year. *We have done just that.*

Reputation, good or bad, will always catch up with you. Ours must be good, judging by the number of new names added to our list of regular customers each year.

To you who have not bought from us before we make this suggestion: You may have a satisfactory source for Roses but would it not pay to check our quality and prices? There must be a reason why so many are switching to M. Oliver Roses. You may be missing something. It is better to have two sources of supply than just one. Try us.

Sincerely,  
M. Oliver

The name M. Oliver means you will get what you order. Our investment is too great for us to jeopardize it by unfair dealing or shipping poor Rose plants. *We ship Quality.*



The picture above shows a small part of our modern Rose Farm. We are pioneers in the proper handling of Rose plants, for we built and now operate the first cold-storage plant for Roses in East Texas.

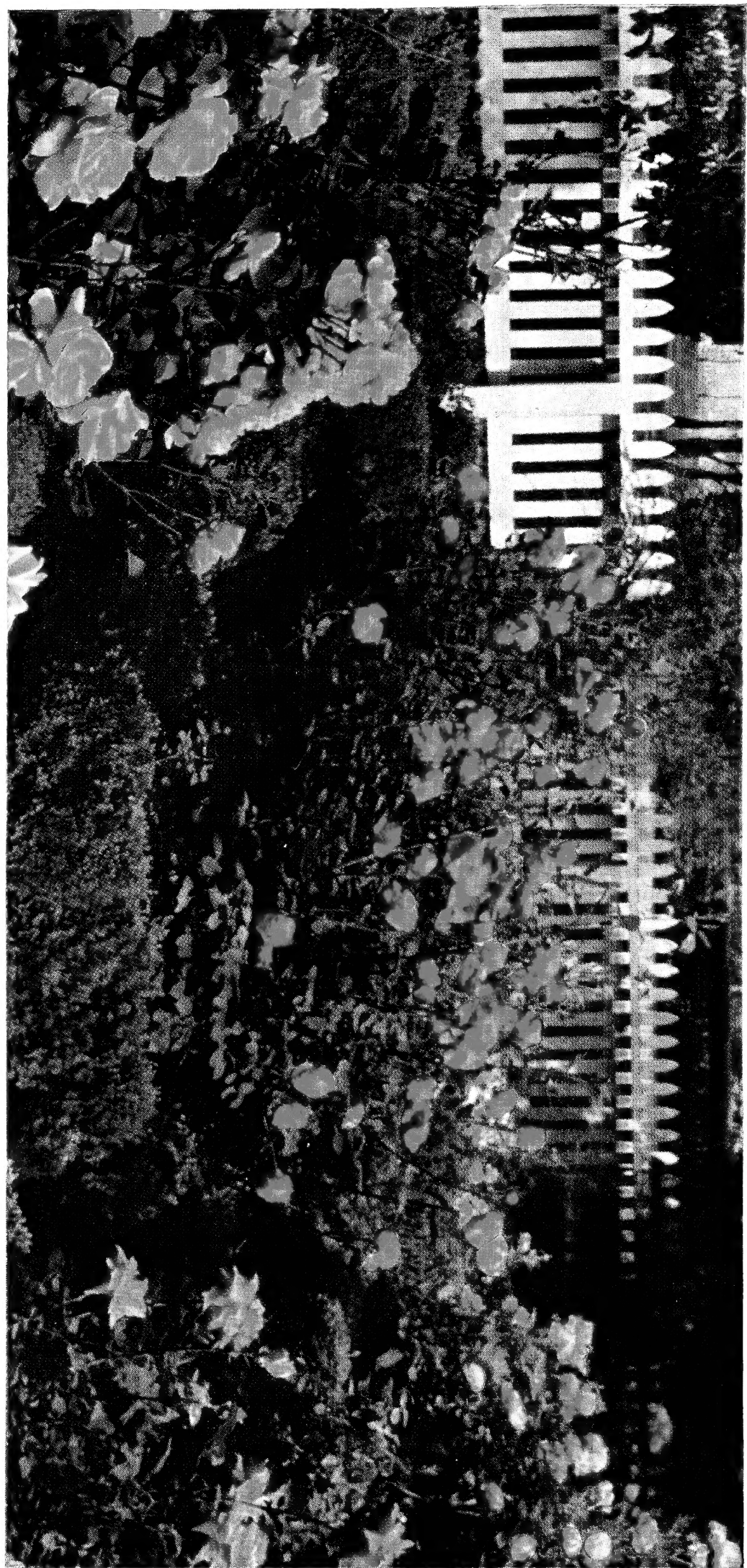
Always remember, you are not too far away for us to come to you on short notice to discuss your Rose needs.

We are Rose Growers—not Brokers.











# MONEY-BACK GUARANTEE

## ***Our Guarantee***

Your money back if not satisfied with all our claims: Disease-free; true to name; sizes above actual grading standards. If not pleased, repack the entire shipment properly and return for refund. Please have your local carrier fill out standard inspection report. In case of damage in transit, please file claim with carrier.

*You Can't Lose!*

when you order our superior Roses because they are quality grown, expertly handled and properly packed. We grow Roses up to a standard, not down to a price.

• • •

We would be glad to have you visit and inspect our stock and facilities. See for yourself. Our repeat business is proof of the satisfaction of our customers. Buy from a reliable firm with a background. It pays in the long run. Due to the fact that Roses are of a perishable nature, we must ask that all claims for which we might be responsible be made within five days after receipt of order.

*We heartily welcome your investigation of our reputation. Ask any banking house in Tyler*

